



DeLong Company's Impact Seen Around the World

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MADISON – It is a small world after all. When Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel and Jennifer Lu, an Economic Development Consultant, traveled to Vietnam for the state's first trade visit to the country ever, they found a familiar Wisconsin name, the DeLong Company, Inc of Clinton, Wisconsin.

The connection was made when Brancel and Lu visited the Minh Quang Group which produces soy meal and cooking oil for Vietnam, Singapore, North Korea and China. It is the only soy crusher in northern Vietnam. Minh Quang currently imports dried distiller grains and soybeans from the DeLong Company.

The DeLong Company has a strong record internationally, exporting over \$2 billion of agricultural products over the past three years. DeLong is a sixth generation family-owned agricultural business that began over 100 years ago to serve the farming industry. The firm now operates 15 locations in three states, supplying fertilizers and feeds as well as storing and exporting feeds and grains. In April 2011, Governor Scott Walker presented the DeLong Company with the Stateline World Trade Association's World Trade Award.

While in Vietnam, Brancel and Lu met with officials, retailers, importers, and farmers to identify opportunities and challenges for Wisconsin businesses hoping to export in the Vietnamese marketplace. By building relationships, DATCP hopes to have future trade missions that could lead to increased agricultural exports to Vietnam. Funding for this trip was provided by the U.S. Livestock Genetics Export, Inc. For more about the trade visit, see Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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Secretary Ben Brancel, Jennifer Lu and the Production Manager of the Minh Quang Group in Vietnam with a box from the DeLong Company, Inc. of Clinton, Wisconsin.